Social Media Manager After BJMC: Complete Career Guide

Earning a degree in BJMC will put you ahead of the pack in the social media arena. Although most people find themselves working in the realm of social media management after drifting into some other career path, you have already been training yourself in precisely what businesses are prepared to shell out big bucks for.

Becoming a Social Media Manager (SMM) involves adapting your journalism skills for use in marketing strategies within the digital world. For this you need **BJMC admission** in India's top colleges. This article provides useful information on how to make your degree work towards building a successful social media career.

A Bachelor of Journalism and Mass Communication (BJMC) degree is the best possible qualification for a social media job since you have already had training in the toughest aspect of the job, which includes the psychology of your audience, storytelling, and content generation.

Social media being diverse and multifaceted, your degree in BJMC will give you the flexibility of pursuing a variety of different careers based on your interest in writing, filming,

analysis, or branding.

Sectors Hiring BJMC Graduates

You can operate in any industry. You can transfer your expertise in these industries:

1. **Digital Media and News Agencies:**(e.g., InShorts, Vice, ScoopWhoop, traditional news agencies adopting digital media).

2. Advertising Agencies: Balancing various client accounts within direct-to-consumer, tech, and lifestyle companies.

3. **Brands within Corporations:** Employing oneself directly within a corporation (such as a tech start-up, a fashion brand, or an online marketplace).

Here are some of the corporate roles as a social media manager with a BJMC degree

The best BJMC placements get corporate roles such as-

Organic Social Media & Content Strategy

It doesn't get more direct than this. You control the brand's voice, determining which content to post.

- **Entry-Level Role:** Social Media Executive, Content Creator, Copywriter.
- **The Role Involve:**Writing platform-specific copy, creating TikTok/Reels scripts, scheduling content, and maintaining brand voice consistency.
- **Why Your BJMC Degree Is An Advantage:**Your background in news writing allows you to create concise hooks, cut ruthlessly, and write flawlessly under deadline pressure.

Social Listening and Brand Journalism

Brands have to react to live events, cultural trends, and news.

- **Entry Level:**Social Media Analyst, Trend Researcher, Community Manager.
- **The Job:**Tracking internet culture, monitoring mentions of the brand, managing communications in times of crisis, and taking advantage of "moment marketing" (such as making a viral meme out of yesterday's internet event).

BJMC Skill Set: This is, essentially, reporting in the digital realm. Your capacity for research, quick fact-checking, and an understanding of how the public perceives things keeps the brand current and saves it from trouble.

Influencer Marketing & PR Relations

Social media management frequently dovetails into Public Relations.

- **Entry-Level Roles:**Influencer Marketing Executive, PR Associate.
- **The Work:**Identifying creators, contract negotiations, briefing on campaigns, and dealing with creators.
- **Your Edge from BJMC:**You have years of practice at pitching, interviewing, and networking – connecting with digital creators is just like interviewing sources for a story!

Description of BJMC Course offered at IMS UCC

The **IMS Ghaziabad BJMC** course enables its students to gain knowledge and practical understanding required to enter into the dynamic world of media and communications. Fundamentals of the course include Journalism, Digital Media, Public Relations, Advertising, Broadcasting, and Corporate Communications.

IMS UCC empowers students to excel as leaders of the telecom and mass communication industry through our well refined course and excellent faculty members. The entire span of the 3 year course takes you through theoretical study as well as giving practical knowledge in news writing, field encounters, and internship projects for real world professional journalism and news agencies.